

ABSTRACT

Genre or theme assignment data (104) for a program in a digital television or other data transmission is recovered by a receiver (100) and mapped to a genre in a standardized genre assignment schedule (240). A country associated with the transmission is identified, such as by obtaining a country code (105) from the digital data transmission, or via a receiver setting. A genre assignment schedule is identified based on the country. Data, such as user nibbles (220) or standard content nibbles (230), is obtained from the transmission to identify the original genre and assign the program to a corresponding standardized genre.